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Dealer orders hold key to changeover downtime

By Michelle Krebs, Wes Brown and Greg Bowens
AUTOMOTIVE NEWS STAFF

DETROIT — Unless dealer orders for 1990 models pick up in the next month, domestic automakers will be forced to schedule more downtime for model changeover at assembly plants than they currently have slated.

The manufacturers have tentatively scheduled less downtime for this summer's model changeover than they did last year. The only plants with particularly long shutdowns are those being renovated or those with products that will be be changed drastically.

Plants with long shutdowns scheduled include:

- General Motors' Arlington, Texas, plant, which will produce the redesigned Chevrolet Caprice and GM's redesigned large wagons
- Ford Motor Co.'s Edison, N.J., plant, which is switching from Escort production to Ranger trucks.

Dealers say they will continue to be conservative about ordering 1990 vehicles for the model-year close-out. Final orders on some models are due by the end of May; orders for other models are due by the end of June or July.

"I would rather be short than overstocked," said Craig A. Kapson of Jordan Motors Inc. in Mishawaka, Ind. Jordan Motors is the nation's largest-volume dealership.

Kapson said a dealer can survive on profits from used-car sales, but being overstocked in new vehicles could jeopardize the business.

Dealers are mixed — and cautious — about how strong sales will be for the rest of the year.

Dick LaGruth, who has Chrysler, Plymouth, Ford, Jeep and Eagle franchises in Forest Lake, Minn., said he is apprehensive, but optimistic, that sales will pick up. "We've seen some good signs recently," he said.

"It's a wish and a prayer to have anything pick up," said auto analyst Thomas O'Grady of Integrated Automotive Resources of Wayne, Pa. "If sales don't pick up soon, the shutdowns will have to be extended."

Dealers indicate their conservatism in ordering will spill over into the 1991 model year. They say they don't intend to stockpile vehicles

see DOWNTIME, page 45

Jordan Ford leads nation in '89 sales

By Edward Lapham
MANAGING EDITOR

Fleet sales are the surest way to put big numbers on the board, but most U.S. car dealers still rely on one-at-a-time retail sales, according to the *Automotive News* list of America's largest auto dealers.

The list, which ranks top-producing dealerships for domestic and imported franchises, was compiled for the *Automotive News Market Data Book*, which will be published May 30.

TOP 25 DEALERS

The ranking is based on total new-unit deliveries — car and truck, fleet and retail — for calendar 1989. It features the 10 highest-volume franchises for 31 makes. The entire list of 310 top-selling franchises will be in the *Market Data Book*.

Fleet sales accounted for more than half of total new-unit deliveries in only 81 of those 310 franchises last year. Those top 310 franchises sold 1,032,833 cars and trucks in 1989, and 616,015, or 59.64 percent, were fleet sales.

The highest-volume individual franchise in the United States last year was Jordan Ford in Mishawaka, Ind. Jordan Ford, which has been in business 41 years, also was the largest franchise in fleet volume and the biggest dealership in total dollar sales with $560.5 million last year.

The dealership sold 42,013 fleet units and retailed another 5,639 for a total of 47,652 sales.

Jordan's rise to the top spot was gradual. In 1987, the three top-selling franchises were all Chevrolet. In 1988, Jordan moved into the No. 2 spot.

Craig A. Kapson, president of Jordan Ford, attributed his dealership's success to basic sensible business practices that include making every department a profit

see BIG DEALERS, page 11

HIDDEN IMAGE/HANS G. LEHMANN

Das Legend

The second-generation Honda Legend Coupe is undergoing testing at the Nurburgring race track in West Germany. The new range of sedans and coupes is expected to reach American Acura dealers this fall.

HONDA BEATER? *Chrysler ads trumpet tests in effort to boost car sales*

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Last November, John Damoose was handed a great job title at Chrysler Corp.: vice president of brand marketing.

But along with the title came a task that in the intervening six months has grown increasingly tough: selling Chrysler cars and trucks.

Last week, the 43-year-old, intensely driven marketing executive announced a bold ad campaign in which Chrysler trumpets the news that some potential car buyers prefer Chrysler's bread-and-butter cars to Honda's best-sellers.

While the current campaign heralds the advantages of American-built vehicles over those of Japanese descent, an upcoming campaign may turn the tables and focus on the company's performance cars, including those built by or with Chrysler's Japanese partner, Mitsubishi Motor Corp.

That campaign aims to change the image of Chrysler's cars as stodgy. It may spotlight the upcoming Dodge Stealth, to be imported from Mitsubishi, the Eagle Talon and Plymouth Laser, built with Mitsubishi, and Lamborghini's Diablo. The lone purely domestic, purely Chrysler-produced car in the campaign is the Dodge Daytona, which has an optional Mitsubishi engine.

The campaigns are a gamble. But Damoose is facing some dreary numbers:

- Chrysler U.S. car market share for four months of 1990 is 8.82 percent, down from 10.72 percent a year earlier.
- Chrysler's U.S. car sales are off 21 percent for the four months, while car sales industrywide dropped 4 percent.

Chrysler now sells more light trucks than cars, and the campaign unveiled last week is aimed at turning the tide. By December, Chrysler expects to resuscitate its car sales and projects that its North American car market share will grow back to 9.7 percent.

In the new advertising campaign, Chrysler claims that tested consumers prefer its models to the Honda Civic and the best-selling vehicle in the United States, the Honda Accord.

"It's not unusual for others to compare their cars to the Accord, which has always been considered a benchmark car," said a spokesman for American Honda Motor Co.

see CHRYSLER, page 44

Chrysler's top salesman, Lee Iacocca, details the superiority of the automaker's products over Honda in a new series of commercials.

Honda picks leaders with U.S. savvy

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Tadashi Kume's retirement as president of Honda Motor Co. will leave the company in the hands of its top engineer and two men who served successfully in the United States.

The new president is Nobuhiko Kawamoto, 54, the former head of Honda R&D Co.

Manufacturing, product and sales will be headed by executives who led Honda's growth in the United States in the 1980s. They are expected to continue to make Honda a truly global company.

Kawamoto

Kawamoto will head what Honda calls a top management troika that includes two new executive vice presidents:

- Shoichiro Irimajiri, 50, who earned his wings running Honda's growing manufacturing operations in Ohio.
- Yoshihide Munekuni, 51, who led the U.S. sales company during its years of growth.

The troika takes over as many observers believe Honda is at a crossroads. Japanese news reports of the change noted criticism directed at the company recently for losing the "Honda touch" and producing models that are conservative — and even "boring."

Kume

But analyst Neal Doying of Baring Securities said he does not think the criticism is warranted. He said Honda is doing well with its U.S. strategy. He said Honda is moving upmarket with its consumers — "aging yup-

see HONDA, page 43

NEWSPAPER

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Horse inspires import plan:
Oilman Armand Hammer plans to join forces with an Ohio car dealer and import from Korea Ssangyong's 4x4 Korando as the "El Paso II," named after his favorite stud Arabian horse. Page 2.

Allan Gilmour was named president of Ford Automotive Group in March, 30 years after joining Ford Motor Co.

Ford's Gilmour cultivates 'car guy' image

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Don't call Allan Gilmoura bean counter. The new president of Ford Motor Co.'s Automotive Group is trying to shed his image as a finance man and take on a "car guy" persona.

Two weeks ago, Gilmour was spotted driving a host of competitors' minivan products including the new Toyota Previa, Chevrolet Astro, Mazda MPV and Dodge Grand Caravan around Ford's World Headquarters in Dearborn, Mich.

He then jumped into a Ford Aerostar for comparison. The results of his impressions were shared with several Ford minivan engineers at the test track.

Every week, Gilmour concentrates on one segment of the auto industry by driving a group of Ford vehicles and competitive makes. He then meets with Ford product planners and engineers who work on present and future vehicles in that segment.

"It's not done in a terribly analytical or objective way. It's Gilmour's emotions," he said.

"We talk about where we are, what our cycle plan is, what we understand of the competition and where we're going."

Where Ford is going is a question that most concerns Gilmour. Improving Ford's quality, lowering soaring product development costs, turning out new products faster and finding the right opportunities for Ford's core automotive and financial services business top his agenda.

Many believe Gilmour is destined to succeed Harold "Red" Poling as Ford chairman when Poling retires in 1993.

For now, the automotive business is Gilmour's chief concern. He became head of all of Ford's worldwide vehicle operations in March during a management shuffle resulting from former Chairman Donald Petersen's retirement. Many believe Gilmour is destined to succeed Harold "Red" Poling as Ford chairman when Poling retires in 1993.

The Vermont-born, Harvard-educated Gilmour has few competitors for Ford's top spot.

The other two members of the Office of the Chief Executive, Ford President Philip Benton, 61, and Chief Financial Officer Stanley Seneker, 59, will be close to retirement age by the time a new chairman is named. Other contenders do not have the wide experience at the company that Gilmour has achieved.

see GILMOUR, page 41

Saab shutters Canada dealer network; GM to assume car sales

By Alex Law
STAFF CORRESPONDENT

TORONTO — Squeezed by market pressures in Europe and North America, Saab Automobile AB will close Saab-Scania Canada Inc. and its 32 dealerships in late summer and will give distribution rights to General Motors.

GM's Passport International Automobiles Division will sell Saabs in Canada beginning Sept. 1.

Passport: Imports for Canada Page 41

The move will allow Saab to devote its limited resources to where they are needed most, including the U.S. market, said David J. Herman, president and chief executive of Saab Automobile.

The agreement comes five months after the creation of Saab Automobile, a 50-50 joint venture in which GM basically took control of Saab-Scania AB's car operations.

At the time, GM said the hookup would have no affect on Saab's U.S. operations. And a spokesman for Saab-Scania of America Inc. maintains that a joint marketing operation is out of the question in the United States. But Herman said last week that the Canadian move is good news for Saab's U.S. dealers.

"You can't fight the battle equally on all fronts," Herman said. He suggested that money that might have been used to build a dealership in Canada can now be used for such things as keeping

see SAAB, page 41

AUTOMOTIVE NEWS/JOE WILSSENS

Glenn Matte washes Isuzus at Passport Windsor in Windsor, Ontario. Passport International Automobiles, a division of General Motors of Canada dedicated to import cars, will take over sales of Saab cars in Canada Sept. 1.

Detroit dealers launch auto ad paper

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Metropolitan Detroit auto dealers wanted print advertising at what they consider a reasonable price, so they decided to do it themselves.

The result is *Auto Dealer Direct Car and Truck Marketplace*, a weekly advertising publication that was scheduled to hit 1.4 million Metro Detroit mailboxes Saturday and today.

Auto Dealer Direct is the advertising brainchild of the Detroit Auto Dealers Association. Gordon Stewart, president of the group, said many of their 260 member-dealerships have been priced out of the advertising market, especially since the area's two newspapers, *The Detroit News* and *Detroit Free Press*, entered a joint operating agreement and raised the prices of their ads.

While dealers are expected to continue advertising with the two daily newspapers, said Stewart, *Auto Dealer Direct* will be an advertising alternative for dealers and a supplement for others.

More than 72 dealerships placed full- or half-page ads in one or more of its seven zone editions.

Stewart, who owns Chevrolet dealerships in two Detroit suburbs, said the publication is especially useful to dealers because it offers target marketing at lower costs. Dealers can buy ads targeted to one or more of the circulation area's seven zones.

Joseph Ungaro, president and chief executive officer of the Detroit Newspaper Agency, said he will treat the publication as any competitor. He said the marketplace is only so big, and with all of the competition it stands to reason someone will lose.

"It is our goal to be the one who doesn't lose," Ungaro said.

Auto Dealer Direct will have a minimum of 12 pages. Three of its first week's zones carried at least 32 pages, while the others had at least 16 pages. Stewart said it may expand circulation to newsstands and grocery stores.

Stewart said Detroit area dealers spend from $75 million to $100 million advertising their products annually. *Auto Dealer Direct* is expected to generate at least $12 million in revenue the first year.

The tabloid will have a full-color front and back. The front page will be dedicated to editorial, while the rest of the publication will be filled with advertising. Media, Marketing and Promotion, a direct-mail company in Troy, Mich., will edit and publish *Auto Dealer Direct*.

The first issue's editorial content was devoted to explaining the advertising standards created by DADA, the Better Business Bureau and the Michigan Attorney General's Office.

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Imports top U.S. makes in anti-lock brake sales

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The installation rate of anti-lock brake systems on 1989 imported cars sold in the United States was three times as high as on U.S.-built autos.

Some 12.97 percent of 1989 imported cars sold in this country were fitted with ABS, compared to 3.96 percent of U.S.-built cars. Import numbers reflect sales of 1989-model-year cars, and U.S. numbers are based on 1989-model production.

But as technological advances in ABS reduce the size and price, the trend is for ABS application to spread top-to-bottom through all manufacturers' model lineups.

ABS was installed on 339,116 of the 2,615,369 1989-model import cars sold in the United States. On the U.S. side, 279,801 of the 7,067,627 1989 cars produced had the feature. The data were compiled for the *Automotive News Market Data Book*, which will be published May 30.

Leading the way for 1989-model imports were European makers Mercedes-Benz, BMW, Jaguar and Sterling, all with 100 percent ABS application.

Acura was the top Japanese nameplate; nearly 40 percent of the 1989 Acuras sold in the United States were equipped with ABS.

By comparison, General Motors installed ABS on 5.71 percent of its 1989 cars, and Ford put it on 4.92 percent.

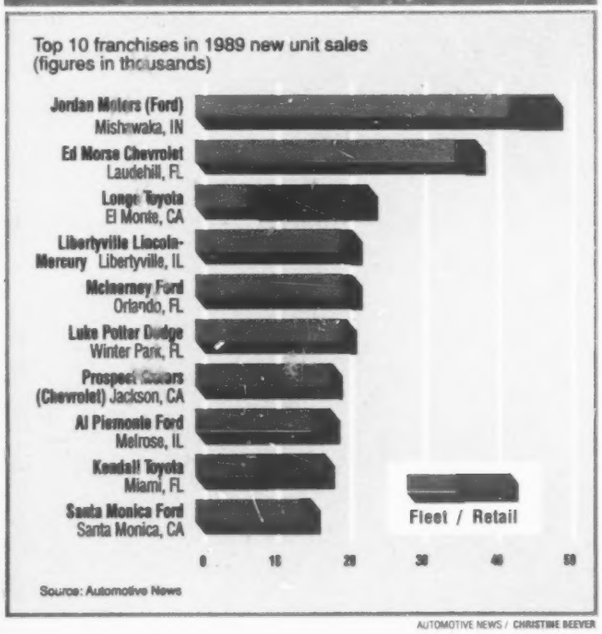
Nissan put ABS on 10.90 percent of its imported 1989 cars; Mitsubishi had it on 4.98 percent; and Toyota installed it on 3.90 percent.

Honda did not put ABS on any of the 1989 imported cars it sold in the United States.

The new Nissan Infiniti and Toyota Lexus were not included in the survey because they were introduced as 1990 models. Mazda did not provide figures.

see IMPORT ABS, page 41

1989 top 10 in new unit sales



AUTOMOTIVE NEWS / CHRISTINE BEEVER

1989 TOPS IN DOLLAR SALES

Rank	Franchise	Location	1989 Sales (Millions)$
1	Jordan Motors, Inc. (Ford)	Mishawaka, IN	$560.5
2	Prospect Motors, Inc. (GM)	Jackson, CA	$470.6
3	Luke Potter Dodge, Inc.	Winter Park, FL	$411.8
4	Ed Morse Chevrolet	Lauderhill, FL	$403.5
5	Longo Toyota	El Monte, CA	$338.0
6	Libertyville Lincoln-Mercury	Libertyville, IL	$330.2
7	Bayview Cadillac	Fort Lauderdale, FL	$271.4
8	Polkowitz Motors (Cadillac, Buick)	Perth Amboy, NJ	$245.3
9	McInerney Ford	Orlando, FL	$244.8
10	Stephen Pontiac, Inc.	Bristol, CT	$233.7
11	Rice & Holman Ford	Mt. Laurel, NJ	$226.6
12	Al Piemonte Ford	Melrose Park, IL	$223.5
13	Ricart Ford, Inc.	Columbus, OH	$216.4
14	J.M. Pontiac	Hollywood, FL	$173.6
15	Pacifico Ford, Inc.	Philadelphia, PA	$164.9
16	Friendly Chevrolet	Dallas, TX	$133.9
17	Penske Cadillac	Downey, CA	$128.7
18	Bast Chevrolet	Seaford, NY	$128.2
19	Delorme Chevrolet, Inc.	Inglewood, CA	$127.9
20	Frontier Ford	Santa Clara, CA	$119.9
21	Toyota of Hollywood	Hollywood, FL	$117.9
22	Lawrence Marshall Chev-Olds	Hempstead, TX	$117.3
23	Cochran Pontiac, Inc.	Monroeville, PA	$110.5
24	Celozzi-Ettleson Chevrolet	Elmhurst, IL	$109.7
25	Browning Oldsmobile-Mitsubishi	Cerritos, CA	$107.4

BIG DEALERS

FROM PAGE 1

center, as well as listening to customers and servicing their needs.

"We went back to the basics," Kapson said. "The key really is taking care of your customers. In retail sales, we have 55 percent repeaters, and we haven't lost a single major fleet customer in five years."

In addition to the Ford dealership that put together the big numbers, Kapson also has Toyota, Volvo and Mitsubishi franchises on his 45-acre site.

While Kapson and Jordan Ford rang up big numbers selling one make, the dealership that moved into second place in total dollar sales was Prospect Motors in Jackson, Calif.

Dealer W. E. "Bill" Halvorson placed among the top 10 franchises for all five of the General Motors passenger-car makes: Buick, Cadillac, Chevrolet, Oldsmobile and Pontiac.

In addition, Halvorson reported that he has an interest in a Chrysler-Plymouth-Dodge-Jeep-Eagle dealership — Amador Motors in Sutter Creek, Calif. — that is on the Dodge list.

At Prospect Motors, Halvorson reported that he sold a five-make total of 45,256 GM vehicles, most of them fleet sales. In addition to the GM makes, Prospect Motors also sells Toyotas.

Halvorson's feat was unique, although 22 dealers had two or more top-selling franchises. Some had two same-make franchises on the same top-10 list: Dealer Al Courter had two Acura franchises on that list; Stewart Evans had two on the Lincoln-Mercury list; and Michael Schudroff had two on the Rolls-Royce list, as did Norman Braman.

Penske Corp.'s Longo Toyota dealership in El Monte, Calif., had 15,893 retail deliveries last year, the most by any franchise in 1989. It was the fourth consecutive year that Longo Toyota was the franchise with the highest retail sales in the United States.

Last year, Longo also developed its fleet business into another 7,165 units, for 23,058 total new-unit sales.

The No. 1 dealer in used-vehicle sales was Ricart Ford in Columbus, Ind. Ricart was also the No. 2 franchise in new retail sales, with 11,344 deliveries in 1989.

Lustine Chevrolet in Hyattsville, Md., reported the most parts and service business last year — $39.4 million. No. 2 was Friendly Chevrolet in Dallas, and the third spot went to Longo Toyota with $21.3 million in parts and service sales.

Again in 1989, there were strong regional trends, with East and West coasts having a disproportionate number of the top-selling franchises. The regional strengths reflected strong vacation and travel markets for dealerships that emphasize fleet sales to daily rental companies.

There were also pockets of strength in the Midwest, notably for the traditional Big 3 makes, as well as in the Northeast and Southwest, where import dealerships fared well.

California remained the state leader with 84 of the top 310 franchises.

Florida had 39 of the top 310 franchises, and Illinois accounted for 24 of the top performers.

The New York area had 54 of the largest franchises, including 25 in New Jersey, 20 in New York state, eight in Connecticut and one in Vermont. In the middle of the Eastern Seaboard, the Washington area had 20 top franchises — nine in Maryland and 11 in Virginia.

The 1989 listing — the fourth annual — is very similar to the earlier compilations. The leaders for 17 of the 31 makes were repeaters from 1988.

New car stockpile shrinks to 65-day supply in April

U.S. makers pare vehicles, imports up

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

A continued decline in domestic new car inventories helped keep overall car inventories in check during April.

Combined May 1 inventories of domestic and imported new cars totaled 2,102,016, a 65-day supply. That compares with a 68-day supply on April 1 and a 70-day supply on May 1, 1989.

Domestic-car inventories dropped from a 64-day supply on April 1 to a 60-day supply on May 1, but import inventories increased to an 82-day supply from a 79-day supply for the same period.

On May 1, 1989, domestic automakers had a 69-day supply on hand, while importers were storing a 72-day supply.

Industry sales for March were 850,925; April's totalled 802,557.

The Big 3 automakers either saw their inventories drop or hold steady from the April to May period.

Ford Motor Co. fared the best. Its inventories, including captive imports, as of May 1 stood at a 59-day supply, compared with a 67-day supply in April. General Motors' inventories dropped from 68 to 62, while Chrysler's stood pat at 77.

The luxury car divisions of the Big 3 appeared to suffer the most. Cadillac's days' supply rose 48 percent from April 1 to May 1 — from 50 days to 74 days. Days-supply figures for all other GM car divisions declined.

The supply of Cadillac Allantes stood at 154 days, the highest of any GM car.

There was a 107-day supply of Allantes on April 1.

Other GM cars with a more than 100-day supply were the Cadillac Brougham and the Buick Reatta and Electra.

There was a 91-day supply of Chevrolet Corvettes.

Ford saw its inventories of Lincolns rise from a 41-day to a 46-day supply from April to May. Most other makes of Ford cars dwindled.

The Probe, with a 113-day supply, headed Ford's list of unsold models.

A drop in production helped to decrease the inventory rate of the Dodge Monaco by 31 percent, but there still was a 294-day supply of the car on May 1.

Other Chrysler models sitting heavy were: Eagle Premier, 172-day supply; Chrysler Fifth Avenue (fwd), 106-day supply; Chrysler Imperial, 143-day supply; and New Yorker C, 100-day supply.

The May 1 supply of imports rose to 679,880 from 668,662 in April.

Honda was the only importer to see its combined stockpiles dwindle.

Honda had a 41-day supply, the lowest of any automaker, down from a 46-day supply April 1.

Mazda suffered the most. Its inventories of imported and U.S.-built cars climbed 25 percent, and its inventories of U.S.-built cars rose 36 percent.

The stockpile of the U.S.-built Subaru Legacy models dropped from a 440-day supply on April 1 to a 352-day supply May 1.

IMPORT DAYS' SUPPLIES

	May 1, 1990	Apr. 1, 1990	May 1, 1989
Chevrolet	94	87	114
Chrysler Motors	140	96	138
Acura	68	76	58
Daihatsu	67	67	85
Honda	51	55	27
Infiniti	47	53	—
Isuzu	143	138	169
Lexus	19	21	—
Mazda	73	61	60
Mitsubishi	82	74	101
Nissan	101	95	106
Subaru	99	107	63
Suzuki	265	306	240
Toyota	72	70	18
JAPAN	79	77	65
Audi	200	143	234
BMW	73	74	79
Mercedes-Benz	40	36	58
Mercury	73	31	110
Porsche	64	78	132
VW	145	116	103
GERMANY	100	86	94
Alfa Romeo	103	114	131
Ford	82	95	97
Hyundai	72	58	59
Jaguar	68	61	62
Peugeot	84	86	96
Pontiac	114	140	148
Eagle/Chrysler	157	170	162
Saab	74	88	85
Sterling	67	67	139
Volvo	95	95	74
Yugo	95	115	197
Other Countries	85	82	87
Total Import Cars	82	79	72
Daihatsu	53	53	—
Geo Tracker*	121	134	166
Isuzu*	93	83	116
Mazda	55	66	64
Mitsubishi	82	74	93
Nissan*	43	39	57
Range Rover	72	62	34
Suzuki*	133	141	184
Toyota	23	23	46
Dodge	118	113	181
Total Imp. Trucks	53	54	76
Total Imp. Vehicles	75	73	73

*Includes domestic vehicles

DOMESTIC DAYS' SUPPLIES

	May 1, 1990	Apr. 1, 1990	May 1, 1989
Talon	63	47	—
Premier	172	176	132
Total Eagle	101	97	132
Horizon	89	74	81
Laser	92	89	59
Sundance	76	75	83
Reliant	31	52	65
Acclaim	39	49	47
Caravelle	—	—	153
Gran Fury	—	—	22
Total Plymouth	63	66	65
LeBaron A/K	62	97	98
LeBaron J	75	105	74
LeBaron GTS	39	140	209
Fifth Avenue (rwd)	32	91	103
Fifth Avenue (fwd)	106	91	—
Imperial	143	104	—
New Yorker C	100	66	51
New Yorker E	—	—	234
Total Chrysler	83	93	69
Omni	90	70	92
Shadow	58	65	81
Monaco	294	427	—
Daytona	104	117	70
Aries	33	53	68
Lancer	39	131	254
Spirit	47	56	64
Diplomat	—	—	91
Dynasty	67	54	44
Dodge 600	—	—	137
Total Dodge	68	69	66
CHRYSLER MTRS.	72	75	69
Escort	65	76	100
Mustang	82	89	45
Tempo	45	58	79
Taurus	51	63	55
Thunderbird	59	71	69
Probe	113	108	95
Crown Victoria	55	67	78
Total Ford Div.	61	72	73
Topaz	53	73	80
Sable	64	63	57
Cougar	51	68	65
Grand Marquis	67	67	74
Total Mercury	59	67	71
Continental	37	31	56
Town Car	47	42	51
Mark VII	62	66	103
Total Lincoln	46	41	59
Total L-M Div.	54	56	68
FORD MOTOR CO.	59	67	71
Skyhawk	48	92	112
Somerset/Skylark	36	44	68
Century	65	67	52
Regal	69	119	91
LeSabre	52	58	72
Reatta	101	116	110
Electra	115	126	97
Riviera	66	79	68
Total Buick	60	72	75
Cimarron	—	—	22
Allante	154	107	112
Seville	54	34	79
DeVille	72	47	68
Brougham	104	64	81
Eldorado	62	75	90
Total Cadillac	74	50	74
Geo Prizm/Nova	73	70	128
Cavalier	34	41	69
Camaro	81	84	65
Celebrity	78	70	44
Corsica/Beretta	69	69	79
Lumina/Monte Carlo	68	74	0
Caprice	61	61	77
Corvette	91	84	106
Total Chevrolet	59	63	72
Firenza	—	—	75
Calais	42	53	98
Cutlass Ciera	77	81	74
Cutlass Supreme	56	76	128
88	79	71	71
98	82	97	79
Toronado	28	99	184
Total Oldsmobile	63	74	85
Fiero	—	—	53
Sunbird	59	57	58
Firebird	94	93	65
Grand Am	39	66	68
Pontiac 6000	66	60	70
Grand Prix	56	67	90
Bonneville H	88	86	79
Safari/Parisienne	—	—	93
Total Pontiac	56	72	72
GENERAL MTRS.	60	66	75
HONDA	36	41	20
MAZDA	55	35	58
MITSUBISHI	58	41	29
NISSAN	125	128	76
TOYOTA*	41	29	44
SUBARU	352	440	—
DOM. TOTAL	80	84	88
Subcompact	54	49	53
Compact	53	51	65
Intermediate	63	71	66
Standard	67	84	73
Specialty	99	93	104

*Estimate

Washington finds Big 3 draw higher rate of lemon beefs

By Helen Kahn
SENIOR CORRESPONDENT

Motorists in Washington state are more likely to have serious problems with Big 3 products than with vehicles built by leading Japanese makers, according to the state's new lemon law report.

Owners of Big 3-built vehicles filed 76.93 percent of the 494 claims accepted under the state's lemon law arbitration program in 1988 and 1989, the state said. Big 3 makes accounted for 57.58 percent of the market.

In contrast, owners of Toyota, Honda, Nissan and Mazda products were were involved in just 8.91 percent of the claims. The Japanese "Big 4" held 28.55 percent of the market in the state.

Other imports did not fare as well. Peugeot, for example, accounted for 11 claims — as many as Toyota. But Peugeot held only 0.21 percent of the market. There were five claims against Yugo, which accounted for 15 of every 1,000 vehicles sold.

The state based its market share calculations on car and truck registrations for 1985 to 1989.

The report was the first covering the state's second-generation lemon law. Benefits to consumers during the first two years totaled over $5 million.

The tougher lemon law created a state-run arbitration program using a pool of attorneys as arbitrators and a pool of mechanics. It also included a broad consumer education program and garnered manufacturer and dealer support.

A "lemon" is triggered when there are four or more failures to repair (two or more for a serious safety defect), or when a vehicle is out of service for 30 days.

The law also requires that the vehicle's former status as a lemon be disclosed upon resale.

In 1988, 351 consumers requested state-run arbitration. More than 48 percent of the cases were settled when consumers were awarded replacement vehicles or their cars were repurchased. The rest were ineligible or the cases were incomplete. Cumulative settlements and awards exceeded $2.75 million.

During 1989, 262 consumers sought state-run arbitration, and 55 percent won replacements or refunds. Some of the remaining claims were denied; others were in process at the end of the year.

Awards and settlements for 1989 exceeded $2.5 million.

The state surveyed consumers who asked for information but did not request state-run arbitration and found 18 percent intended to file a claim. It also found 35 percent had reached satisfactory settlements with the manufacturer — a "clear indication" the law is helping new-car buyers, the state said.

WASHINGTON LEMON LAW CLAIM COMPARISON

Table compares percentage of lemon law claims accepted for arbitration to vehicle market share for Washington state. Companies with less than 4 percent market share are not included.

Make	Pct. of claims	Pct. of sales
Chrysler	19.84	12.80
Ford	26.52	19.29
GM	30.57	25.49
Honda	1.42	7.79
Mazda	2.63	4.81
Nissan	2.63	5.60
Toyota	2.23	10.35

Infiniti ad pair tackles Pontiac

CRAIN NEWS SERVICE

Bill Heater and Don Easdon, the creative team behind Nissan Motor Corp. in U.S.A.'s initial Infiniti campaign, loaned their creative spark to Pontiac.

Agency sources say they were hired on a free-lance basis by ad agency D'Arcy Masius Benton & Bowles of Bloomfield Hills, Mich., to provide ideas for Pontiac.

Easdon confirmed the nature of the assignment but declined to disclose the client or the agency.

Heater, who also wouldn't discuss specifics, said the agency asked several outsiders for creative input. He described their role as "sort of like cannon fodder."

It is unclear if the work, completed in April, will be produced.

— Gary Levin

Racing-wise Pontiac reshapes Grand Prix

PONTIAC, Mich. — Pontiac will use a design born for racing when it restyles the Grand Prix for 1993.

Byron Warner, Pontiac chief engineer, said the car will have a larger, more square rear deck area to enhance aerodynamic downforces achieved at racing speeds.

"We try to influence the shape of (future) production cars for our racing. It's an easy deal," Warner said. "We explain to the design staff what works well, and that influence will be seen quite a bit on the new Grand Prix. We picked a new look that's aerodynamically effective relative to downforce."

Look for the Grand Prix also to have a lower roofline and a more rounded nose, seen most graphically on the 1991 Firebird.

— Dutch Mandel

Mitsubishi engines recalled by EPA

WASHINGTON — The EPA said 102,000 1986-model cars with 1.5-liter Mitsubishi engines have been recalled for exceeding emissions standards.

The recall affects about 20,000 Mitsubishi Mirage models and about 80,000 Dodge Colts and Plymouth Colts, the agency said. Dodge, Plymouth and Mitsubishi dealers will perform repairs on their nameplates.

Carburetors will be modified, automatic chokes will be recalibrated, and secondary air filters will be checked.

— Diane Kurylko

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TEXAS INSTRUMENTS

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DOWNTIME

FROM PAGE 1

despite the fact that one of the Big 3 could be hit with a strike. The UAW's contracts with GM, Ford and Chrysler Corp. expire Sept. 14.

Domestic automakers have kept production more in line with sales during the 1990 model year than they have in recent years. And dealers, whose profits have been squeezed, have kept their ordering and inventories in check as well.

Domestic new-car inventories declined even further last month. Stocks of U.S.-built cars represented a 60-day supply on May 1, down from 64 days on April 1.

Because of leaner stocks and already-rich incentives, dealers don't expect automakers to offer massive incentives to clean up leftover inventory this summer.

But they are optimistic that the automakers, who already are paying record amounts in incentives, will offer some type of cleanup program.

The manufacturers have given no indication of what they will do for the cleanup.

GM has said it will pay dealers a carryover allowance, money paid to dealers for vehicles left in their inventory when the new model year begins.

GM will pay 5 percent of the sticker price of 1990 vehicles sold after the 1991 model year starts.

But GM has stipulated that a dealer can surrender all or part of the carryover allowance to participate in an end-of-model-year promotion, if one is offered.

Ford and Chrysler dealers are waiting to hear what the companies will do about a carryover allowance this year.

Dealers say their ordering will depend on what the companies do in that regard.

KEARNS

FROM PAGE 2

Kearns said he will seek an injunction against Ford enjoining the automaker from manufacturing any of the devices or using any facilities or data it has acquired in relation to the wipers.

He said he will accept no out-of-court settlement.

Kearns said he will allege "they took away the business opportunity from me" in his next complaint.

Kearns, 62, said he never had any intention of selling his idea to Ford, the first automaker he approached with his idea back in 1963.

He said he wanted to secure Ford as a customer so that he could start his own factory to produce the windshield wipers.

He said Ford has earned $558 million on the wipers.

"They used my income to build their plants.

"If I only receive reasonable royalties, then I am only an employee of Ford as opposed to being a businessman."

Kearns says he has spent at least $1 million "easy" on legal fees but intends to carry his legal battle through in hopes of protecting all inventors.

He said the new trial should start in six to eight weeks.

Ford argued that Kearns patents were invalid because his ideas were disclosed in patents previously issued to other inventors.

SHUTDOWN DATES FOR U.S. CAR ASSEMBLY PLANTS

Plant	Model changeover/vacation dates (Tentative)	1991 Product	Days Shut 1990	Days Shut 1989
GENERAL MOTORS				
Arlington, Texas	April 27 to June 27	Cadillac Brougham, Chevrolet Caprice	42	4
Bowling Green, KY	July 27 to July 30 (weekend changeover)	Chevrolet Corvette	0	5
Detroit (Detroit-Hamtramck)	July 13 to August 6 Allante - July 18 to July 19 (RMC)	Olds Toronado, Buick Riviera, Cadillac Eldorado & Seville Allante	15 0	15 17
Doraville, Ga.	August 8 to August 13	Oldsmobile Cutlass Supreme	2	25
Flint, Mich. (Buick City)	July 20 to August 6	Buick LeSabre, Oldsmobile 88 Royale	10	18
Janesville, Wis.	July 19 to July 23	Chevrolet Cavalier	1	3
Kansas City, Mo.	July 27 to August 13	Pontiac Grand Prix	10	30
Lakewood, Ga.	Not available	Buick Estate Wagon	—	0
Lansing, Mich. (Plant A)	July 20 to July 31	Oldsmobile Cutlass Calais, Buick Skylark	6	5
Lansing, Mich. (Plant B)	July 13 to July 23	Pontiac Grand Am	5	18
Lansing, Mich. (Reatta Craft Centre)	July 20 to August 13	Buick Reatta	15	50
Linden, N.J.	July 23 to July 24 (RMC)	Chevrolet Beretta and Corisca	0	15
Lordstown, Ohio	July 6 to July 17	Chevrolet Cavalier, Pontiac Sunbird	6	5
Oklahoma City, Okla.	July 27 to August 13	Oldsmobile Ciera, Pontiac 6000, Buick Century	10	5
Orion Township, Mich.	July 13 to August 6	Oldsmobile 98 Regency, Cadillac Deville	15	14
Van Nuys, Calif.	Changeover completed February 1990	Chevrolet Camaro, Pontiac Firebird	37	30
Wentzville, MO.	July 20 to August 6	Oldsmobile 88 Royale, Buick Park Ave., Pontiac Bonneville	10	20
Ypsilanti, Mich. (Willow Run)	Changeover completed December 1989	Chevrolet Caprice	—	140
Wilmington, Del.	July 30 to July 31 (RMC)	Chevrolet Beretta and Corsica	0	0
FORD MOTOR CO.				
Atlanta	July 2 to July 13 (vacation) July 27 (weekend changeover)	Ford Taurus, Mercury Sable	10	10
Chicago	July 2 to July 13 (vacation) August 10 (weekend changeover)	Ford Taurus, Mercury Sable	10	10
Dearborn, Mich.	July 2 to July 13 (vacation) August 10 (weekend changeover)	Ford Mustang	10	10
Edison, N.J.	Changeover begins May through September	Changing from Escort to Ranger	70	10
Kansas City, Mo.	July 2 to July 13 (vacation) August 3 (weekend changeover)	Ford Tempo, Mercury Topaz	10	10
Lorain, Ohio	July 2 to July 13 (vacation) July 27 (weekend changeover)	Ford Thunderbird, Mercury Cougar	10	13
Wayne, Mich.	July 2 to July 13 (vacation) Changeover completed February 1990	Ford Escort	10	59
Wixom, Mich.	July 2 to July 13 (vacation) July 27 (weekend changeover)	Lincoln Town Car, Mark VII, Continental	10	10
CHRYSLER MOTORS				
Belvidere, Ill.	July 9 to July 23	Dodge Dynasty, Chrysler New Yorker, New York Salon, New Yorker Landau, Imperial, Fifth Avenue	10	10
Detroit, Mich. (Jefferson, Ave.)	Plant closed February 1990	Dodge Omni, Plymouth Horizon	—	5
Newark, Del.	July 9 to July 23	Dodge Spirit, Plymouth Acclaim, Chrysler LeBaron Sedan	10	10
St. Louis, Mo.	July 9 to July 23 (Closing in September)	Dodge Daytona, Chrysler LeBaron J	10	3
Sterling Heights, Mich.	July 9 to July 23	Plymouth Sundance, Dodge Shadow	10	10
DIAMOND-STAR MOTORS				
Normal, Ill.	July 2 to July 7 (vacation)	Plymouth Laser, Mitsubishi Eclipse, Eagle Talon, Eagle Summit, Mitsubishi Mirage	4	5
HONDA OF AMERICA MANUFACTURING				
Marysville, Ohio	July 2 to July 6 (vacation)	Civic and Accord	3	0
MAZDA MOTOR MANUFACTURING (U.S.A.) CORP.				
Flat Rock, Mich.	Not available	Ford Probe, Mazda MX-6, Mazda 626	—	5
NEW UNITED MOTOR MANUFACTURING INC.				
Fremont, Calif.	(RMC)	Chevrolet Geo Prizm, Toyota Corolla FX	0	0
NISSAN MOTOR MANUFACTURING CO. U.S.A.				
Smyrna, Tenn.	July 8 to July 22 (Retooling during night shift)	Sentra	11	10
TOYOTA MOTOR MANUFACTURING U.S.A.				
Georgetown, Ky.	(RMC)	Camry	0	0
SUBARU-ISUZU AUTOMOTIVE INC.				
Lafayette, Ind.	(RMC)	Subaru Legacy	0	—

(RMC) = Rolling Model Change

PRODUCTION

Output dives for trucks, cars in April

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

U.S. automakers in April produced 509,264 cars, 17.92 percent below the prior month and 20.08 percent below the year-ago month. April's production was the lowest since 1982, when 474,222 cars were assembled.

Last week's car production estimate was 138,863, 4.20 percent above the previous week but 13.06 percent below the year-ago week.

Truckmakers assembled 338,971 units in April, 14.04 percent below the March total and 7.97 percent below the year-ago figure.

Truck production was scheduled at 92,172 units last week, 0.16 percent above the prior week and 2.52 percent above the same week in 1989.

Companies shared last week's scheduled production as follows: General Motors, 43.48 percent; Ford Motor Co., 25.79 percent; Chrysler Corp., 12.10 percent; Honda of America Manufacturing Inc., 6.47 percent; New United Motor Manufacturing Inc., 3.56 percent; Toyota Motor Manufacturing U.S.A. Inc., 3.19 percent; Diamond Star Motors Corp., 2.14 percent; Mazda Motor Manufacturing (USA) Corp., 1.82 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.13 percent; and Subaru-Isuzu Automotive Inc., 0.32 percent.

GM last week scheduled overtime at the Janesville, Wis., plant on Friday and the Detroit-Hamtramck, Mich., plant and the Lansing, Mich., A-line on Saturday.

Ford scheduled daily overtime last week at the Wayne, Mich., and Wixom, Mich., car plants and the following truck plants: Kansas City, Mo.; St. Paul, Minn.; Norfolk, Va.; Lorain, Ohio; St. Louis; and Louisville, Ky. Louisville also was slated for Saturday overtime.

Chrysler's St. Louis No. 1 plant (Daytona and LeBaron J) continues to operate on a single eight-hour daily shift during May.

The St. Louis No. 2 minivan plant and the Dodge City Warren, Mich., truck plant were scheduled to work overtime last Saturday.

Totals plunge in Canada, too

Canadian automakers produced 83,209 cars in April, 20.63 percent below the previous month and 2.44 percent below the year-ago month.

April truck production was 77,300 units, 13.90 percent below the prior month and 6.31 percent below the year-ago month.

Last week's scheduled car production of 27,575 units rose 7.30 percent above the prior week and 41.77 percent above the 1989 week.

Estimated truck production of 20,485 units last week was 1.52 percent more than the previous week but 4.74 percent below the year-ago week.

Chrysler reopened the Bramalea, Ontario, facility last week after a five-week shutdown because of high inventories of the Dodge Monaco and Eagle Premier.

U.S. CAR	Week Ended May 12, 1990	Week Ended May 13, 1989	Week Ended May 5, 1990	Apr. Total	Jan. 1 to May 12, 1990	Jan. 1 to May 13, 1989
Horizon	0	793	0	0	4,327	5,531
Sundance	1,700	2,558	1,725	5,558	26,935	44,642
Acclaim	2,700	2,851	2,419	6,340	30,416	45,109
Total Plymouth	4,400	6,202	4,144	11,898	61,678	95,282
LeBaron A	300	0	299	1,000	8,244	0
LeBaron J	1,400	2,939	1,429	5,358	14,561	44,816
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	1,500	2,083	1,497	3,507	11,029	43,994
Fifth Avenue	800	0	742	2,054	10,509	0
Imperial	300	0	298	1,055	6,208	0
Total Chrysler	4,300	5,022	4,265	12,974	50,551	91,756
Omni	0	979	0	0	4,078	6,514
Daytona	900	1,942	971	3,553	10,770	39,587
Shadow	2,300	2,250	2,108	5,894	30,690	44,507
Dynasty	2,600	3,402	2,403	7,195	40,233	60,871
Lancer	0	0	0	0	0	1,528
Spirit	2,300	2,466	2,177	6,499	31,611	42,095
Total Dodge	8,100	11,039	7,659	23,141	117,382	195,102
CHRYSLER MOTORS	16,800	22,263	16,068	48,013	229,611	382,140
Escort	6,797	8,690	6,711	22,246	72,999	132,234
Mustang	3,715	3,746	3,715	7,410	52,005	88,209
Tempo	3,136	2,905	3,238	12,782	49,755	61,081
Taurus	7,810	7,942	7,713	28,587	141,465	151,265
Thunderbird	3,784	2,895	0	8,665	41,478	66,944
Total Ford Div.	25,242	26,178	21,377	79,690	357,702	499,733
Topaz	1,165	1,605	1,162	4,433	19,106	27,317
Cougar	1,781	2,935	0	5,960	27,000	58,116
Sable	2,679	2,558	2,793	11,601	43,088	49,485
Total Mercury	5,625	7,098	3,955	21,994	89,194	134,918
Continental	1,111	1,434	1,291	4,620	20,704	27,777
Mark VII	551	317	659	2,316	10,351	10,081
Town Car	3,281	2,461	3,926	13,902	62.313	50,613
Total Lincoln	4,943	4,212	5,876	20,838	93,368	88,471
Total L-M Div.	10,568	11,310	9,831	42,832	182,562	223,389
FORD MOTOR CO.	35,810	37,488	31,208	122,522	540,264	723,122
Skyhawk	0	241	0	0	0	6,325
Skylark/Somerset	2,134	1,373	1,880	7,970	32,232	21,619
Century	1,578	2,501	1,704	4,255	24,249	46,083
Riviera	630	297	569	1,987	8,700	10,121
Electra	168	2,546	81	100	12,666	31,631
LeSabre (fwd)	3,839	4,711	3,463	14,954	60,502	56,419
LeSabre (rwd)	290	66	272	509	2,784	3,394
Reatta	211	197	211	782	3,254	2,591
Total Buick	8,850	11,932	8,180	30,557	144,387	178,183
Eldorado	426	887	397	2,034	8,016	15,418
Seville	1,522	644	1,381	3,232	12,727	11,330
Brougham (rwd)	0	624	0	3,395	13,065	15,757
DeVille (fwd)	4,092	4,071	4,978	15,500	61,727	85,543
Allante	89	75	89	332	1,374	1,303
Total Cadillac	6,129	6,301	6,845	24,493	96,911	129,351
Cavalier	7,984	8,428	8,395	27,203	115,500	151,648
Camaro	1,988	2,789	1,936	7,265	21,363	47,452
Celebrity	0	1,994	0	0	0	54,028
Corsica/Beretta	6,160	8,961	6,088	23,168	103,460	160,972
Caprice	1,403	4,060	1,330	27,813	72,808	78,091
Corvette	558	560	570	2,139	8,744	10,009
Total Chevrolet	18,093	26,792	18,319	87,588	321,875	502,200
Calais	3,036	2,142	2,351	8,602	34,991	36,933
Cutlass Ciera	1,625	1,891	833	3,040	28,542	32,404
Cutlass Supreme	1,765	3,566	1,790	7,137	30,828	41,286
Toronado	284	181	257	1,260	7,281	4,074
88 (fwd)	3,030	5,444	2,974	9,109	35,117	62,610
88 (rwd)	0	195	0	213	2,295	3,036
98	1,108	1,101	1,301	4,244	20,666	34,606
Total Oldsmobile	10,848	14,520	9,506	33,605	159,720	214,949
Sunbird	3,752	3,786	4,561	14,857	52,869	58,678
Grand Am	4,800	4,975	4,828	18,062	69,609	96,842
Firebird	1,263	1,276	1,147	4,582	13,006	26,837
Grand Prix	2,728	4,000	2,934	8,502	38,153	58,442
Pontiac 6000	1,370	1,403	1,500	2,514	21,014	35,752
Bonneville	2,529	2,294	2,851	8,662	29,160	39,423
Safari/Parisienne	0	139	0	0	0	2,138
Total Pontiac	16,442	17,873	17,821	57,179	223,811	318,112
GENERAL MOTORS	60,362	77,418	60,671	233,422	946,704	1,342,795
DIAMOND-STAR	2,978	1,315	3,415	13,497	52,742	16,519
HONDA	8,990	7,773	8,930	35,210	163,656	145,983
Civic	2,912	2,622	2,642	10,630	45,099	49,332
Accord	6,078	5,151	6,288	24,580	118,557	96,651
MAZDA†	2,528	4,473	2,571	14,206	66,778	90,491
NISSAN	1,570	2,504	1,576	6,380	39,291	42,789
NUMMI	4,960	4,250	4,195	16,660	77,241	74,584
Corolla	2,250	1,678	1,952	8,100	39,590	30,407
Geo Prizm/Nova	2,700	2,572	2,243	8,560	37,651	44,177
SUBARU-ISUZU	441	0	317	1,784	9,818	0
TOYOTA	4,434	2,246	4,311	17,570	82,149	37,336
Total Cars, U.S.	136,863	159,730	133,282	509,264	2,206,254	2,855,761
Total Cars, Canada	27,575	19,451	25,698	83,209	379,732	383,273
U.S., Canada Cars	166,438	179,181	158,980	592,473	2,587,986	3,239,034
U.S., Canada Cars and Trucks	279,065	290,591	271,163	909,773	4,500,388	5,324,683

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended May 12, 1990	Week Ended May 13, 1989	Week Ended May 5, 1990	Apr. Total	Jan. 1 to May 12, 1990	Jan. 1 to May 13, 1989
Monaco	808	0	0	0	4,401	0
Premier	467	1,299	0	0	1,719	16,160
CHRYSLER MOTORS	1,275	1,299	0	0	6,120	16,160
Tempo	3,360	0	3,301	7,345	46,550	63,436
Topaz	1,440	0	1,418	3,040	16,736	26,832
Crown Victoria	2,563	2,903	2,575	11,449	45,916	50,975
Grand Marquis	3,197	2,876	3,231	9,833	43,043	56,952
FORD MOTOR CO.	10,560	5,779	10,525	31,667	152,245	198,195
Celebrity	1,169	734	1,120	2,411	9,793	5,171
Cutlass Ciera	2,391	2,894	2,263	4,976	31,537	67,966
Lumina	5,070	4,012	5,103	18,346	82,239	29,554
Regal	2,930	2,447	2,538	9,297	25,369	28,632
GENERAL MOTORS	11,560	10,087	11,024	35,030	148,938	131,323
HONDA	2,150	1,704	2,134	8,422	39,866	31,075
HYUNDAI	550	0	527	1,950	6,653	0
TOYOTA	1,300	402	1,308	5,420	22,563	3,241
VOLVO	180	180	180	720	3,347	3,279
Total Cars, Canada	27,575	19,451	25,698	83,209	379,732	383,273

U.S. TRUCK	Week Ended May 12, 1990	Week Ended May 13, 1989	Week Ended May 5, 1990	Apr. Total	Jan. 1 to May 12, 1990	Jan. 1 to May 13, 1989
Caravan	2,000	2,478	2,129	8,686	41,830	42,403
Dakota	1,600	2,594	1,748	6,945	27,095	43,562
Caravan C/V	100	118	124	556	2,703	3,665
Ram pickups	2,500	2,594	2,616	10,425	39,731	43,590
Total Dodge	6,200	7,784	6,617	26,612	111,359	133,220
Cherokee	4,000	5,546	4,076	10,571	60,844	87,710
Comanche	200	625	197	521	2,817	12,583
Grand Wagoneer	300	0	0	260	1,755	5,423
Wagoneer	100	119	113	296	1,402	3,646
Total Jeep	4,600	6,290	4,386	11,648	66,818	109,362
Voyager	1,800	2,361	1,999	8,613	40,064	40,334
Town & Country	50	155	68	293	1,370	100
Total C-P Div.	1,850	2,516	2,067	8,906	41,434	40,434
CHRYSLER MOTORS	12,650	16,590	13,070	47,166	219,611	283,016
Aerostar	4,952	5,025	5,593	18,168	72,840	95,559
Bronco	1,192	1,432	1,206	4,450	20,306	33,064
Bronco II	5,903	2,473	4,508	16,386	47,837	51,141
Econoline	5,161	5,165	4,932	18,193	72,062	94,926
Mediums/Heavies	1,262	1,309	1,256	4,543	19,385	26,532
Light trucks	10,253	12,029	10,731	36,355	168,616	212,047
Ranger	6,098	6,239	6,412	25,209	111,777	136,376
Total Ford Div.	34,821	33,672	34,638	123,304	512,823	647,645
FORD MOTOR CO.	34,821	33,672	34,638	123,304	512,823	647,645
Astro	2,962	3,249	3,049	10,840	42,651	65,881
Blazer	407	504	436	1,633	6,324	10,775
Lumina APV	2,513	0	2,406	8,578	37,251	0
Mediums/Heavies	368	0	236	387	3,249	1,312
P-Model	619	824	654	2,331	9,022	12,777
Pickups	7,170	7,886	7,418	34,659	131,075	153,961
S-10	4,847	5,100	4,975	17,624	86,284	106,058
S-10 Blazer	3,772	3,831	3,532	6,658	45,069	73,267
Sportsvan/Van	2,090	2,395	2,192	7,585	24,885	37,832
Suburban	1,474	1,425	1,480	5,980	24,672	29,936
Total Chevrolet	26,222	25,214	26,380	96,275	410,482	491,799
Jimmy	122	161	129	482	2,065	3,214
Mediums/Heavies	569	0	554	765	5,223	1,496
P-Model	81	79	53	277	1,122	1,666
Pickups	2,707	2,265	2,468	14,237	45,427	46,467
S-15	1,127	1,202	1,167	4,246	21,229	24,998
S-15 Jimmy	1,249	1,195	1,041	2,130	14,036	20,996
Safari	963	881	843	3,458	13,131	16,560
Suburban	806	552	788	2,466	10,935	12,008
Vandura/Rally Vans	361	603	268	1,771	8,357	10,216
Total GMC	7,985	6,938	7,311	29,832	121,525	137,621
Olds Silhouette	748	0	733	2,762	11,642	0
Pontiac Trans Sport	1,045	0	1,252	4,146	20,650	0
GENERAL MOTORS	36,000	32,152	35,676	133,015	564,299	629,420
NAVISTAR	1,646	1,864	1,658	6,621	26,563	33,248
NISSAN	3,230	2,178	3,231	12,543	57,166	48,767
SUBARU-ISUZU	375	0	301	1,842	9,818	0
AM GENERAL*	450	450	450	1,800	8,640	8,370
MISCELLANEOUS*	3,000	3,000	3,000	12,000	57,600	51,100
Total Trucks, U.S.	92,172	89,906	92,024	338,291	1,456,520	1,701,566

CANADIAN TRUCK	Week Ended May 12, 1990	Week Ended May 13, 1989	Week Ended May 5, 1990	Apr. Total	Jan. 1 to May 12, 1990	Jan. 1 to May 13, 1989
Caravan	3,267	3,192	3,215	12,512	60,744	58,696
Caravan C/V	288	355	301	1,201	4,885	4,532
Ram Wagon	738	696	712	2,175	9,038	11,219
Ram Van	1,566	1,724	1,592	5,509	22,360	29,010
Total Dodge	5,859	5,967	5,820	21,397	97,027	103,457
Voyager	2,532	2,760	2,524	10,317	49,911	51,125
Total Plymouth	2,532	2,760	2,524	10,317	49,911	51,125
Wrangler	1,500	1,877	1,610	6,272	20,014	31,483
Total Jeep	1,500	1,877	1,610	6,272	20,014	31,483
CHRYSLER MOTORS	9,891	10,604	9,954	37,986	167,222	186,065
FORD MTR. (lt. trks.)	3,344	3,482	3,206	12,624	53,725	65,776
Light trucks	3,464	3,421	3,485	13,581	66,306	59,745
Vans	1,540	1,383	1,373	4,962	17,909	26,162
Total Chevrolet	5,004	4,804	4,858	18,523	84,215	85,907
Light trucks	1,416	1,643	1,403	4,880	25,025	28,851
Vans	605	701	532	2,375	7,671	12,715
Total GMC	2,021	2,344	1,935	7,255	32,696	41,566
GENERAL MOTORS	7,025	7,148	6,793	25,778	116,911	127,473
NAVISTAR	225	270	226	912	3,975	4,769
Total Trks., Canada	20,485	21,504	20,179	77,300	341,833	384,083
U.S., Canada Trks.	112,657	111,410	112,203	415,591	1,912,402	2,085,649

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.